



FANFEST BAND STAGE SPONSORSHIP

FISCAL YEAR 2014 ANNUAL REPORT



NORMAN

VisitNorman.com



VISITORS GUIDE HONORS



CHRISTMAS IN NORMAN PARTNERSHIP

VISITNORMAN BOARD & STAFF

(AS OF JUNE 30, 2014)

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VISITORS SERVICES SPECIALIST

FROM THE EXECUTIVE DIRECTOR

Dear Mayor & council members,

VisitNorman's fiscal year runs July 1 through June 30. The following annual report presents information, data and figures from July 1, 2013 through June 30, 2014.

I was thrilled to officially join VisitNorman Feb. 3. This was a wonderful time to be selling Norman with so many outstanding venues, attractions and events.

This was the first full fiscal year of the Transient Guest Tax increasing from 4 to 5 percent which resulted in our operating budget increasing from roughly half a million dollars to more than three-quarters of a million dollars. That money was spent in a variety of areas, including additional groups sales opportunities at trade shows and conferences new to us and an advertising initiative with Sooner Sports Properties. You will see upticks in the key measurements from those expenditures in the increase of qualified sales leads being sent out to our hotel partners as well as increases in our marketing impressions and unique visitors to VisitNorman.com.

However, you will notice a decrease in the number of estimated booked room nights; a majority of the difference from FY '13 to '14 would be that the Norman Amateur Softball Association room nights turned definite in early Fiscal Year 2015 instead of late '14 due to a timing issue with some sponsorships.

The 2014 fiscal year was a tremendous success and the VisitNorman team expects even greater things in the future.

Sincerely,

Dan Schemm
Executive Director

{MEASUREMENTS}

	FY 2011	FY 2012	FY 2013	FY 2014
LEISURE TRAVEL ADVERTISEMENT & COMMUNICATIONS				
NUMBER OF PROGRAMS	110	173	176	209
NUMBER OF GROSS IMPRESSIONS	8,944,167	12,939,050	11,865,547	15,213,325
NUMBER OF VISITOR GUIDES DISTRIBUTED	59,167	39,332	35,562	30,775
NUMBER OF UNIQUE VISITORS TO VISITNORMAN.COM	27,921	37,733	82,146	127,500
LEISURE TRAVEL MEDIA RELATIONS				
MEDIA PLACEMENTS	276	336	588	632
NUMBER OF IMPRESSIONS	104 MILLION	46 MILLION	510 MILLION	1.3 BILLION
ADVERTISING EQUIVALENCY	\$80,268.87	\$140,736.93	\$359,278.58	\$785,902.18
CONVENTION/SPORTS PERFORMANCE MEASURES				
NUMBER OF QUALIFIED LEADS	26	36	27	43
ESTIMATED NUMBER OF ROOM NIGHTS	13,418	11,049	15,329	16,527
NUMBER OF BOOKINGS	17	26	28	17
ESTIMATED NUMBER OF BOOKED ROOM NIGHTS	5,955	6,666	14,653	4,020
NUMBER OF GROUPS SERVICED	(NOT TRACKED)	17	33	96
VISITOR VOLUME MEASURES				
VISITNORMAN EXPENDITURES	\$533,343	\$619,664	\$626,390	TBA
OCCUPANCY OF HOTELS AND B&BS	56.6 PERCENT	62.7 PERCENT	63.3 PERCENT	56.7 PERCENT
AVERAGE DAILY RATE	\$79.48	\$80.30	\$78.21	\$79.79
TRANSIENT GUEST TAX COLLECTION	\$1.069 MILLION	\$1.133 MILLION	\$1.287 MILLION	TBA
SALES TAX COLLECTIONS	\$47.97 MILLION	\$50 MILLION	\$51.4 MILLION	\$54.3 MILLION

{GROUP & LEISURE TRAVEL}

The VISITNORMAN sales staff sent out **43 QUALIFIED LEADS**. To date, **17** groups have contracted to hold their events in Norman representing **16,527 ROOM NIGHTS** – all increases over the same time period in the previous year.

As VISITNORMAN services more and more groups, we started tracking the groups serviced separately in FY 2013. In the first half of FY 2014, VISITNORMAN serviced **96** groups, nearly **TRIPLE** the number of groups during the previous time period.

Activities leading to these increases include our attendance at 10 national trade shows making more than 150 individual appointments, networking through state and national associations and increased contacts with meeting professionals and sport event managers.



Within the leisure travel market, the VISITNORMAN staff participated at the University of Oklahoma's FanFest before the Sooners' six home football games. As part of FanFest, VISITNORMAN also sponsored the band stage. During the men's and women's basketball season, VISITNORMAN advertised on the court-side placard at Lloyd Noble Center. Pre-game video introduction inter-



views featuring players at Norman attractions played during the home baseball and softball games.

For the first time in Fiscal Year 2014, VISITNORMAN partnered with the University of Oklahoma Visitors Center to co-produce a dual-cover guide also distributed to campus visitors. The guide won a merit award in the Outstanding Visitors Guide category in the annual Redbud Awards competition presented by the Oklahoma Travel Industry Association.

The VISITNORMAN staff participated in local events and fairs including the Downtown Christmas Parade, the National Weather Festival, '89er Day Parade and Norman Music Festival. VISITNORMAN participated in the Dallas Women's Show in November, the Wichita Falls Women's Expo, the Wichita Women's Show in February and the Just for Her women's show in Kansas City in June.

{VISITNORMAN.COM & COMMUNICATIONS}

CAUGHT IN OUR WEB

93% INCREASE IN THE NUMBER OF MOBILE VISITORS

55% INCREASE IN THE NUMBER OF UNIQUE USERS (VISITORS)

47% INCREASE IN THE NUMBER OF USER SESSIONS

During the FY 2014, VISITNORMAN conducted 209 MARKETING PROGRAMS, seen by 15.2 MILLION PEOPLE, resulting in 55 PERCENT more unique visitors to VISITNORMAN.COM.

Mobile visits on VISITNORMAN.COM increased in FY 2014 by 93 PERCENT.

Additionally, during a one-week billboard campaign in New York City's Times Square, an advertise-

ment promoting VISITNORMAN.

COM reached an estimated 1.5 million people and resulted in a spike in organic traffic to the site.

VISITNORMAN'S presence on social media networks increased.

Followers on Twitter jumped by nearly 500 followers while Facebook fans added more than 1,500 likes. Additionally, each VISITNORMAN staffer added their own NCVB Twitter account.

During the Fiscal Year, there were 632 MEDIA PLACEMENTS, reaching 1.36 BILLION READERS and totaling \$785,902 IN ADVERTISING EQUIVALENCY.

Some of the earned media highlights included a feature article in the Tulsa World prior to the tornado benefit concert in July. The communications manager for VISITNORMAN attended three out-of-state media blitzes to Western and Central Kansas, Northwestern and North Central Oklahoma as well as Southeastern Oklahoma and Northwestern Texas, making a total of 28 media contacts.

The communications manager also collaborated with the City

of Norman, Norman Chamber of Commerce and stakeholders to create a Christmas in Norman campaign encouraging travel during the holiday season to Norman.

